



Business Builder

Tips & Techniques to Help Your Business Grow

What Are Customers Thinking?

In order to make a sale, you need to be able to answer what marketing expert, Mark Joyner, calls the “Big Four Questions” in your marketing. This Unspoken Inner Dialogue is taking place in the mind of every customer who considers your product or service:

What are you trying to sell me? Your offer must be honest and clear. You might “trick” someone into buying something once, but you won’t be able to do it a second time.

How much? No fooling around here. If you avoid telling your customer the price, it sends up a red flag in their mind that something is wrong. Clearly mark or produce the price when asked and make sure it creates a “value” in the mind of your customer.

Why should I believe you? This question goes to the core of buyer insecurity. Sometimes, offers can sound fantastic on the surface, but therein lies the problem— they sound too good to be true. An offer only works if there is credibility behind.

What’s in it for me? When people ask this in their mind, what they trying to figure out is how they will benefit. This is the core question to be answered by your marketing. Its importance is obvious— if there is nothing in it for me, why should I waste my time listening to you? In today’s media, people can quickly skip over your ad if you don’t immediately prove that there’s something in it for them. So grab their attention and grab their emotions and show them how they’ll benefit from your product or service!

For more business tips, visit our website
www.wgra.net

